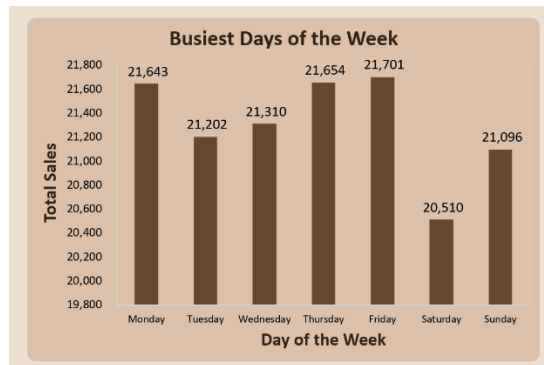


COFFEE SHOP SALES ANALYSIS

1) How do sales vary by day of the week?



Monday to Friday: These weekdays generally exhibit higher sales activity compared to weekends. Among weekdays, Friday tends to have slightly higher sales, possibly due to increased consumer spending leading into the weekend.

Weekend (Saturday and Sunday): Sales activity declines on weekends compared to weekdays, with Saturday having slightly higher sales than Sunday. This could be attributed to factors such as reduced working hours, leisure activities, and differences in consumer behavior over the weekend.

2) Are there any peak times for sales activity?



Peak Hours (8, 9, and 10): These hours experience the highest transaction quantities, suggesting peak times for sales activity.

Businesses should allocate resources and staff accordingly during these hours to meet customer demand efficiently. Marketing efforts and promotions can be targeted to maximize sales during these peak hours.

Off-Peak Hours (18, 19, and 20): Transaction quantities are significantly lower during these hours compared to peak hours.

Businesses may consider reducing staffing levels or adjusting operating hours during off-peak times to optimize resource utilization. Special promotions or incentives could be introduced to attract customers and boost sales during off-peak hours.

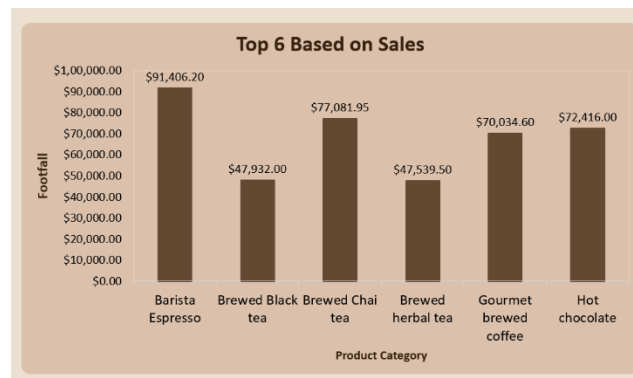
3) What is the average price / order per person ?



Average Bill per Person: \$4.69. This indicates that, on average, each customer spends approximately \$4.69 per order. It represents the average amount of money that a single person spends in a single transaction.

Average Order per Person: 1.44. This means that, on average, each person places approximately 1.44 orders. It represents the average number of orders placed per person.

4) Which products are the top 6 best-selling in terms of revenue?



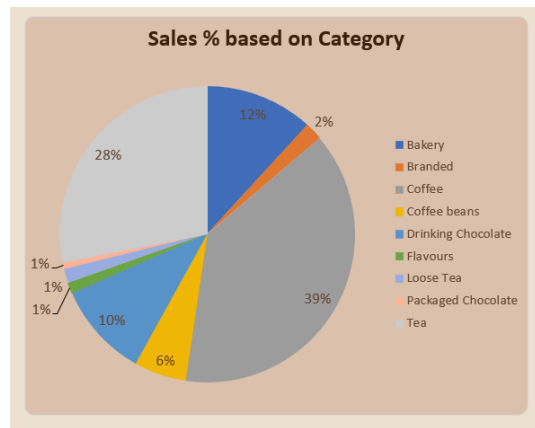
The best-selling products in terms of revenue are Barista Espresso, Hot Chocolate, Brewed Chai Tea, Gourmet Brewed Coffee, Brewed Herbal Tea, and Brewed Black Tea.

5) Which products are the best-selling in terms of quantity ?



Products categorized as "Large" and "Regular" are the top-selling items in terms of quantity, with "Large" being the most popular category. The product categories "Not defined" and "Small" also contribute to sales, albeit to a lesser extent compared to "Large" and "Regular". This suggests that customers tend to prefer larger-sized items, such as "Large" and "Regular," contributing significantly to overall sales volume. Understanding these preferences can inform inventory management decisions and marketing strategies to capitalize on the popularity of these products.

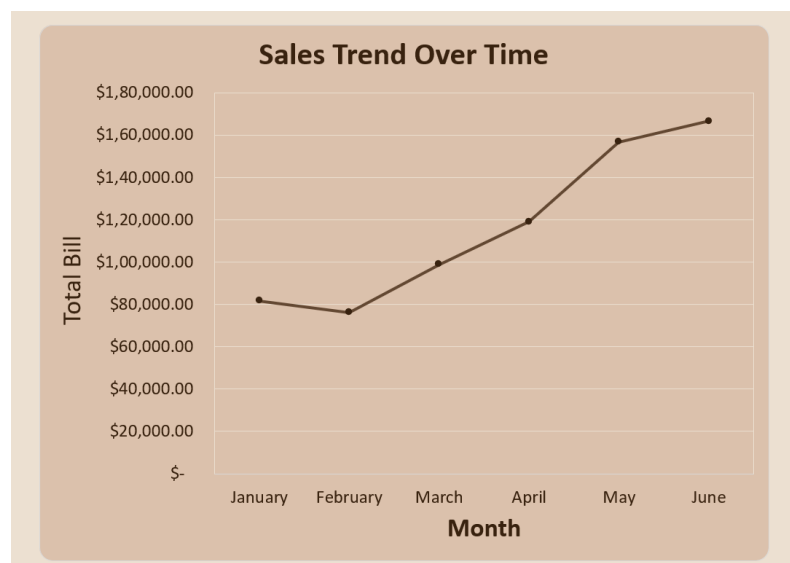
6) how do sales vary by product category?



Coffee generates the highest total sales revenue among all product categories, with a total of \$269,952.45. This indicates that coffee products are the primary revenue driver. Overall, sales vary significantly by product category, with coffee and tea products being the primary drivers of revenue.

Drinking chocolate and bakery items also contribute substantially to sales revenue. Other categories, such as coffee beans, loose tea, and packaged chocolate, contribute to sales but to a lesser extent compared to coffee, tea, and drinking chocolate.

7) Which months experience the highest and lowest sales?

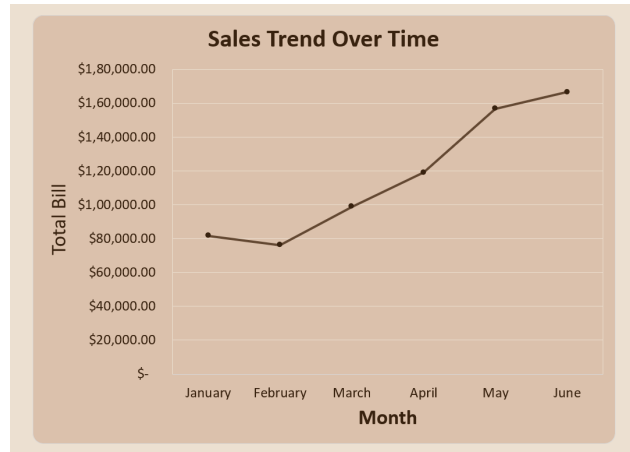


Highest Sales Month: May has the highest sales with a total of \$156,727.76.

Lowest Sales Month: February has the lowest sales with a total of \$76,145.19.

Sales demonstrate an increasing trend from January to June, peaking in June at \$166,485.88. This indicates a progressive growth trajectory for the business over the analyzed period.

8) What is the total sales revenue for each month?



January: Total sales revenue is \$81,677.74

February: Total sales revenue is \$76,145.19

March: Total sales revenue is \$98,834.68

April: Total sales revenue is \$118,941.08

May: Total sales revenue is \$156,727.76

June: Total sales revenue is \$166,485.88

9) How do sales vary across different store locations?



Hell's Kitchen: Generates the highest total sales revenue among the three locations, with a total of \$236,511.17. Also has the highest transaction count, indicating a high volume of sales activity. Hell's Kitchen appears to be the top-performing location in terms of both revenue generation and transaction volume.

Astoria: Achieves the second-highest total sales revenue, totaling \$232,243.91. It has a slightly lower transaction count compared to Hell's Kitchen but still maintains a substantial level of sales activity. Astoria performs well in terms of revenue generation, although it has a slightly lower transaction volume compared to Hell's Kitchen.

Lower Manhattan: Exhibits the lowest total sales revenue among the three locations, with a total of \$230,057.25. Despite having a lower revenue figure, Lower Manhattan has a respectable transaction count of 47,782. While Lower Manhattan lags slightly behind in revenue compared to the other locations, it still demonstrates a significant level of sales activity.